

MODERN PICNIC

— What we're building

**MODERN PICNIC IS THE FIRST TO  
MARKET STYLISH, INSULATED  
LUNCHBOX FOR WOMEN.**

MODERN PICNIC

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1. Market Opportunity

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YETI IS CURRENTLY VALUED AT \$9B.  
MODERN PICNIC IS THE FEMALE,  
COSMOPOLITAN VERSION  
TARGETING A LARGER AUDIENCE:

MODERN PICNIC

*75M Women Age 18-54*

*\$170B Buying Power*

*85% Consumer Spend Influence*

# WOMEN CARE ABOUT:

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Feeling good, *by making their own food*

Doing good, *by reducing single use plastics + knowing how their products are made*

Looking good, *by valuing high quality products that will last*

# THE PROBLEM.

the lunchbox industry is underserved for the modern woman.





# THE LUNCHER: CHIC, FUNCTIONAL, SUSTAINABLE + CLEAN



MAGNETIC CLOSURE

UTENSIL COMPARTMENT

VEGAN LEATHER EXTERIOR

INSULATED INTERIOR



WE HAVE  
SINCE  
LAUNCHED  
MORE.

+ plan on continuing to do so



TOTE, \$250



LARGE LUNCHER, \$189



BACKPACK, \$210



LUNCHER, \$159



MINI LUNCHER, \$129



POUCH, \$79



SNACKER, \$59



PET COLLECTION, \$100



SCARF, \$45

# FUNCTION UTILITY ELEVATION VEGAN

extensive product pipeline



TOTE, \$250



LARGE LUNCHER, \$189



BACKPACK, \$210



LUNCHER, \$159



MINI LUNCHER, \$129



POUCH, \$79



SNACKER, \$59



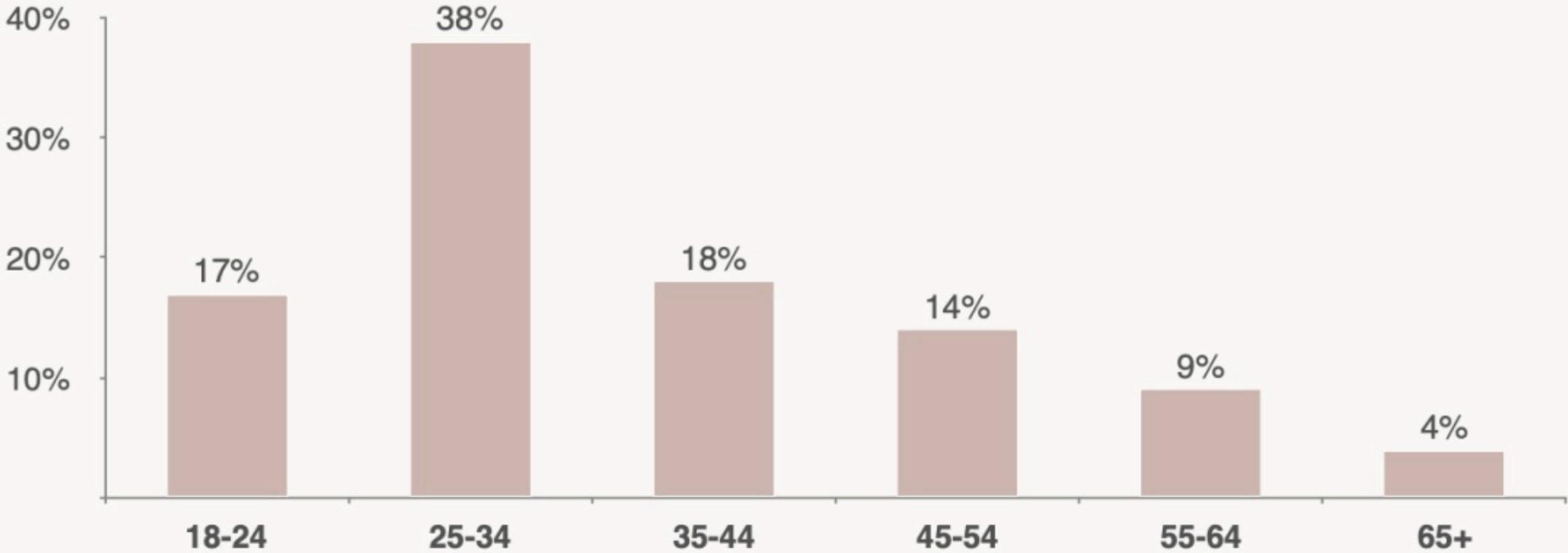
PET COLLECTION, \$100



SCARF, \$45

# ACTUAL CUSTOMER DEMOGRAPHICS + SOURCES

## CURRENT AGE DISTRIBUTION



### TOP 4 CITIES

1. New York
2. Los Angeles
3. Chicago
4. Houston

Total Unique Customers To-Date:

Source: Google Analytics (from April 2018 to date)

## DYNAMIC CUSTOMER BASE



NAME: Shireen Shaaban  
AGE: 19  
LOCATION: Austin, TX  
PROFESSION: College Student  
PRODUCT: The Mini



NAME: Kiana Brooks  
AGE: 27  
LOCATION: New York, NY  
PROFESSION: Fashion  
PRODUCT: The Tote



NAME: Jasmine Jenai  
AGE: 32  
LOCATION: Atlanta, GA  
PROFESSION: Mother  
PRODUCT: The Large Luncher



NAME: Margaret Nachtigal  
AGE: 55  
LOCATION: Westchester, NY  
PROFESSION: Doctor  
PRODUCT: The Tote

— What we're building

We have built a brand and  
product people love.

MODERN PICNIC



## CUSTOMER TESTIMONIALS

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### THOUSANDS OF REVIEWS

"Absolutely obsessed with my luncher! it's truly so much more than just a lunchbox." - Kathleen, *verified buyer*

"I absolutely love this tote! I practically pack my life in it, and with the snap in insulated pouch, I can bring my lunch and work essentials all in this one bag." - Madeline, *verified buyer*

"The snacker is a must have item for any girl on the go who likes to stay hydrated and eat healthy, fresh snacks." - Lisa, *verified buyer*

# HUNDREDS OF PRESS FEATURES

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COSMOPOLITAN

BRIT+CO

BAZAAR

**Forbes**

REALSIMPLE

SHAPE

*Real* Daily

REFINERY29

VOGUE

marie claire

*seventeen*

Women'sHealth

FORTUNE

BuzzFeed

Health

*teen*VOGUE

BRIDAL GUIDE

POPSUGAR.

BUSTLE

delish

*NEW YORK*

ELLE

WHO WHAT WEAR

**TODAY**

INSIDER

MARTHA STEWART  
weddings

YAHOO!

The New York Times

**NYLON**

**E**NEWS